

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Publicity – Ski Resort Roundup Press FAM

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country would like to apply for \$6030 from our Publicity Press Trip Hard Cost Budget to host a press trip entitled Ski Resort Round up, February 24 – March 1, 2009. A detailed itinerary, list of attendees and budget breakdown are attached. The focus of this trip is to promote the lesser known ski areas within Glacier Country.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
 - 4.1.d Enhance MTTA and its marketing efforts
 - 4.1.e Plan and promote commemorations of historic events in Montana

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets

Budget page must be attached for approval.



Approved Audits/Applications Committee 1/21/09

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Publicity - Press Trips/Media Blitz Hard Costs

Ski Resort Roundup Press Trip

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Postage/Fax/Phone/Printing	\$125.00 +	\$0.00 =	\$125.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$125.00	\$0.00	\$125.00

MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

TRAVEL:			
Lodging	\$325.00 +	\$0.00 =	\$325.00
Activities	\$1,050.00 +	\$0.00 =	\$1,050.00
Meals	\$1,530.00 +	\$0.00 =	\$1,530.00
Transporation	\$2,800.00 +	\$0.00 =	\$2,800.00
Snacks/Water/Etc.	\$200.00 +	\$0.00 =	\$200.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$5,905.00	\$0.00	\$5,905.00

OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

PROJECT TOTAL	\$6,030.00 +	\$0.00 =	\$6,030.00
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Ski Resort Roundup Press Trip
February 24 – March 1, 2009

Located in Western Montana are six notable ski area destinations, running the gamut from large, full-service mountains to quaint mom-and-pop shops. With 300+ inches of snowfall each season, sunny blue days and crowd-free mountains, Glacier Country is a haven for snow babes and bunnies alike. No matter your skill or thrill level, we have mountains and runs to create the perfect winter getaway. This press trip will take us to four ski areas for activities and tours.

Tuesday, February 24

11 AM: Pick up rental car – Dollar Rent A Car.

Confirmed with Anna. #r29176-MSO, Dodge Durango.

1 PM: Arrive in Western Montana at Missoula International Airport.

Jill, 12:34 PM, flight DL 4616

Lee, 12:34 PM, flight DL 4616

Jacklyn, 1:10 PM, flight NW 1218

Scott (already here)

2 PM: Have lunch at Sean Kelly's.

3 PM: Check into accommodations at Hilton Garden Inn Missoula.

Four rooms are comped per Lucy.

Confirmation #3340807974

Rooms are reserved under individual names.

6:45 PM: Depart Hilton for dinner at Scotty's Table.

Wednesday, February 25

7 AM: Breakfast at Hilton Garden Inn.

8:30 AM: Depart for Blacktail.

11 AM: Arrive at Blacktail Mountain for tour/skiing/boarding/lunch at Muley's Pub and Restaurant.

Hosted by Blacktail's Peggy, skiing@blacktailmountain.com

3 PM: Depart for Quinn's Hot Springs.

5:30 PM: Check into accommodations at Quinn's.

Denise has comped five rooms. dmoreth@quinnshotsprings.com



7 PM: Dinner at The Hardwood House.

Denise, [Phil Edolhm \(President of Lookout\)](#) and his wife Wyn will be joining the group for dinner.

Thursday, February 26

8 AM: Breakfast at Quinn's.

9:30 AM: Depart for Lookout Pass.

10:30 AM: Arrive at Lookout Pass for tour/skiing/boarding/lunch.

Hosted by Lookout's [Phil Edolhm](#).

3 PM: Depart for Missoula.

5 PM: Check into accommodations at Hilton Garden Inn.

Lucy has comped four rooms. Confirmation #3337981304

7 PM: Dinner at Blue Canyon.

Lucy is comping. [Susan Doherty of Fuel PR](#) as well as [Suzanne Elfstrom](#) and [Korin Youngberg](#) will be attending.

Friday, February 27

8 AM: Breakfast at Hilton Garden Inn.

9 AM: Depart for Snowbowl.

Hosted by Snowbowl's [Brad Morris](#), brad@montanasnowbowl.com

2:30 PM: Depart Snowbowl for Deer Crossing B&B.

4 PM: Check into accommodations at Deer Crossing B & B.

Four rooms comped per Stu. info@deercrossingmontana.com

-Amanda to stay at the Best Western in Hamilton.

7 PM: Dinner at Bradley O's (8 – 9 miles south of Hamilton).

Reservations for five under Glacier Country.

Saturday, February 28

7 AM: Breakfast at Deer Crossing B & B. Depart at 8 AM.

9 AM – 12 PM: Snowmobile in the Bitterroot Valley with Bitterroot Adventures.

Arrangements have been made with Brent for a group of five to snowmobile. We will meet Bitterroot Adventures at a trailhead near Lost Trail. Brent will call on Friday night with directions and final meeting time.

12 PM: Lunch at Lost Trail.

Begin skiing around 12:30, hosted by Judy.



3:30 PM: Depart Lost Trail

5:30 PM: Arrive at Lolo Hot Spring for soak in the tubs.

7 PM: Dinner at the Boulder Room (Lolo Hot Springs).
Confirmed with [Joni Armstrong](#). Joni is hosting the group for dinner.
lolo.jarmstrong@yahoo.com

8 PM: Depart for Missoula, check into the Holiday Inn
Optional evening outing to downtown Missoula nightlife.

Sunday, March 1

8:30 AM: Breakfast at the Holiday Inn

—*Jaclyn will be meeting Courtney Lowery from NewWest.net at the Break at 10 AM.*

—*Jaclyn will be meeting Tom Catmull at the Break at 11:15 AM.*

(Send reminders to Courtney and Tom the week prior.)

Depart for home.

Jill, 11:39 AM, flight DL 4465

Lee, 11:39 AM, flight DL 4465

Scott, 1:18 PM, flight UA 6735

Jaclyn, 2:05 PM, flight NW 2074

This itinerary is subject to change.



Journalism Contacts

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www.glaciermt.com

Accommodation/Activity Hosts

Blacktail Mountain

www.blacktailmountain.com

PO Box 1090

Lakeside, MT 59922

406.844.0999

Quinn's Hot Springs & The Harwood House

www.quinnshotsprings.com

190 Quinn's Canyon Road, Route 135

Paradise, MT 59856

Lookout Pass Ski & Recreation Area

www.skilookout.com

PO Box 108

Wallace, ID 83873

208.744.1301

Hilton Garden Inn

www.hiltongardeninn.com/en/gi/hotels/index.jhtml?ctyhocn=MSOGIGI

3720 N. Reserve St.

Missoula, MT 59808

406.532.5300

Sean Kelly's

www.seankellys.com

130 W. Pine St.

Missoula, MT 59802

406.542.1471

Blue Canyon Kitchen & Tavern

www.bluecanyonrestaurant.com

3720 N. Reserve St.

Missoula, MT 59808

406.541.2583

Lost Trail Powder Mountain

www.losttrail.com

PO Box 311

Conner, MT 59827



406.821.3211

Deer Crossing Bed & Breakfast

www.deercrossingmontana.com

396 Hayes Creek Road

Hamilton, MT 59840

406.363.2232

Bitterroot Adventures

www.bitterrootadventures.com

458 Rye Creek Road

Darby, MT 59829

406.821.4844

Lolo Hot Springs

<http://lolohotsprings.com>

38500 W. Highway 12

Lolo, MT 59847

406.273.2290

Missoula International Airport

www.flymissoula.com

Dollar Rent-A-Car

www.montanadollar.com